

## WE CLAIM:

1. A multi-picture louvered advertising sign apparatus comprising:  
a frame having a plurality of individual tracks;  
a plurality of louvers mounted so as to move along an associated one of said tracks in said frame, each of said louvers having a pair of longitudinally extending side surfaces, each providing a display portion; and  
transmission means for moving said louvers along each of said associated tracks synchronously,  
each of said louvers being mounted so as to be oriented perpendicularly to its associated track, such that when moved by said transmission means into a display position, said side surfaces of said louvers define a recurring sequence of said display portions presenting a multiple number of advertising pictures.
2. The apparatus of claim 1 wherein said recurring sequence is defined by the number of louvers which move on one of said associated tracks until said display position is reached.
3. The apparatus of claim 2 further comprising electromechanical means for determining said number of louvers which move on an associated track until said display position is reached.
4. The apparatus of claim 3 wherein said electromechanical means comprises a pin mounted in slidably adjustable fashion on a lower edge of said louver, which contacts a micro-switch during louver movement.
5. The apparatus of claim 1 wherein said recurring sequence is provided in accordance with a rate of motion of louvers per elapsed time.
6. The apparatus of claim 5 wherein said louver motion rate is between approximately 2 – 4 louvers per second.

7. The apparatus of claim 1 wherein said multiple number of pictures is related to said frame size.
8. The apparatus of claim 1 wherein said transmission means comprises a chain forming a loop which engages a driving gear mounted so as to internally engage the chain loop of the track at its curved end portion.
9. The apparatus of claim 1 wherein said transmission means comprises a chain forming a loop, which engages a driving gear mounted so as to externally engage the chain loop of the track along its length.
10. The apparatus of claim 1 wherein said recurring sequence presents animation of a set of still images.
11. The apparatus of claim 1 wherein said recurring sequence presents a developing message using a related set of still images.
12. The apparatus of claim 1 wherein said recurring sequence presents an interactive picture using a set of still images.
13. A method of presenting multi-picture louvered advertising comprising:  
providing a frame having a plurality of individual tracks;  
providing a plurality of louvers mounted so as to move along an associated one of said tracks in said frame, each of said louvers being mounted so as to be oriented perpendicularly to its associated track and having a pair of longitudinally extending side surfaces, each providing a display portion; and  
moving said louvers along each of said associated tracks synchronously,  
such that when moved into a display position, said side surfaces of said louvers define a recurring sequence of said display portions presenting a multiple number of advertising pictures.
14. The method of claim 13 wherein said recurring sequence is defined by

the number of louvers which move on one of said associated tracks until said display position is reached.

15. The method of claim 14 wherein said number of louvers which move on an associated track until said display position is reached is predetermined.

16. The method of claim 13 wherein said recurring sequence is provided in accordance with a rate of motion of louvers per elapsed time.

17. The method of claim 16 wherein said louver motion rate is between approximately 2 – 4 louvers per second.

18. The method of claim 13 wherein said multiple number of pictures is related to said frame size.

19. The method of claim 13 wherein movement of said louvers is performed by a transmission means comprising a chain forming a loop which engages a driving gear mounted so as to internally engage said chain loop of the track at its curved end portion.

20. The method of claim 13 wherein movement of said louvers is performed by a transmission means comprising a chain forming a loop, which engages a driving gear mounted so as to externally engage said chain loop of the track along its length.

21. The method of claim 13 wherein said recurring sequence presents animation of a set of still images.

22. The method of claim 13 wherein said recurring sequence presents a developing message using a related set of still images.

23. The method of claim 13 wherein said recurring sequence presents an interactive picture using a set of still images.